

**2022-2023 MCC Governing Board
50th Anniversary Committee
April 19, 2023 5:30 p.m.**

MINUTES

Committee members present (Board):	<i>in-person:</i> Lisa Mariam, Chair; Bill Glikbarg; Anna Bartosiewicz
Committee members present (community):	<i>in-person:</i> Mary Anne Hampton; Cindy Rahman; Paul Kohlenberger <i>virtual:</i> Laurelie Wallace
Committee members absent (community):	Glenn Yarborough; Carla Post; Marla Kim; George Sachs Lizzy Conroy
Committee members absent (Board):	Barbara Zamora-Appel
MCC Staff present:	Betsy May-Salazar, Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director; Catherine Nesbitt, Special Events Manager; Matt Hockensmith, Special Events Assistant Manager; Sarah Schallern Treff, Performing Arts Director; Anne McAfee, Human Resources Manager; Aaron Greene, After School Manager
Guests:	None.

CONVENE MEETING

Chair Mariam convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on April 19, 2023, at 5:33 p.m. The meeting was open to the public attending in-person.

PROGRAM UPDATE

**Full presentation is shown at end of this document.*

GOAL: to celebrate 50th anniversary for the entire year 2025 and weave it through everything we do.

From a list of ideas generated at 2/14/23 meeting and some recommendations from the staff perspective, these are unique programs (things MCC doesn't already do). We will highlight the 50th Anniversary and make it special at all our regular programs throughout 2025. Preliminary budget figures for 50th Anniversary events are shown; discussion at 5/31/23 committee meeting will be well in advance of the necessary finance conversations to amend budget for FY2024 and build out budgets for FY2025 and FY2026. Features and benefits of each program idea were discussed:

***Community Picnic** – location: McLean Central Park; late afternoon/evening; estimated attendance: 1000+ **This would be the focal point in October 2025 - specific timing of the actual MCC 50th Anniversary (culmination festival event).** It is inclusive and flexible for families/individuals to participate. Commemorative cupcakes or a festive monogrammed dessert was suggested (and heartily agreed on!)

NOT RECOMMENDED: *Evening Reception: It is costly and exclusive; our recommendation is NOT to do this. We don't need to create a special reception just for the anniversary when we already have similar large events, such as the recently successful Fiesta del Sol.

Regarding priority of inviting people who had the original idea for the McLean Community Center and helped raise funds: other opportunities exist to recognize individuals who helped found MCC – inviting them to speak or be present at a dedication ceremony of a garden or tree planting.

***Commemorative Video/Oral history:** A comprehensive view of where MCC has been and where we are going. Preserving as a video format can live on and be easily updated over time. **We will do the work in 2024 to have up on the screen beginning in January 2025 and run throughout the year.** Comprehensive, significant interviews: past board members, new board members, past executive directors, current staff, patrons, people who helped

develop MCC in the beginning, partner organizations, stakeholders – all who are part of the original building or the future of MCC. Budget includes the licensing of music. A short version would go up on MCC website. It would be carefully scripted and involve voiceovers.

TWO ASPECTS OF COMMUNITY ART:

***Community art project: envisioned as a way of working with community members in a participatory project.** An artist would be hired to lead a community-involved arts project with a vision for a beautiful installation at the end – it is participatory. Example: mosaics (pieces that are simple for kids and seniors to create; workshop or take-home project that are overseen and assembled by artist). Outreach to local schools to get children involved.

***artwork installation:** It could be a piece here at MCC, or in downtown McLean, or at OFC. Artwork could be 3-D (sculpture) or 2-D (mural). Foon Sham, a Fairfax-based artist, makes amazing sculptures out of wood. He was recommended as a potential artist to do public engagement processes with MCC. Possible location: triangle of frontage at Listrani's has been proffered for public art

Involve MPA: We could certainly partner with MPA on this. Chair Mariam also recommended a contact at Scharr Center (INOVA) which installed an amazing art display as experiential benefit for patients: Shanti Norris

ISSUES TO CONSIDER:

***How does it relate to other concurrent art projects planned for downtown McLean development?**

Executive Director May-Salazar is interested in the committee's thoughts on these two aspects as being effective: 1. How does MCC fit into this? How do most effectively use MCC funds? 2. Do we consider doing both projects or prioritize one?

***Balancing long-term and short-term aspects of commemoration:** It is important to commemorate MCC's 50th anniversary with something substantive like a mosaic or a mural, which is very long-term. While in MCC programming, we can also offer something more temporary, 'in-the-moment.'

***Logistics of putting out a call to artists:** *Comment by Chair Mariam:* To engage an artist, you propose the structure: making use of MCC logo; high-visibility location; community engagement; budget and request proposal ideas. The Fairfax County procurement process offers more flexibility in bidding things out to artists. Something that would be able to stay up for the entire anniversary year 2025 is probably \$100K range.

***Opportunity for leveraging partnership contributions:** *Comment by a committee member from the public:* 1. Art installation could involve leveraging some developer contributions. If you decide on a high-quality art piece that costs \$100K, it makes sense to seek partnerships (to reduce impact on MCC's budget).

***Art project enhances positive atmosphere of 50th Anniversary community picnic:** *Comment by a committee member from the public:* The community art piece is a great way to connect with the schools and the children. Perhaps add that as a component to the community picnic—a way to infuse the anniversary theme and offer specific programming for kids to participate in. McLean Central Park has plenty of room: participating in a community art project would be a great reason to attend; and it also furthers families interacting and meeting neighbors.

Summary by Executive Director May-Salazar: We will continue to explore both concepts. There is current interest in public art in downtown development proposals. MPA is involved in partnering on various public art projects throughout McLean, including new development behind Chipotle. The idea of art throughout McLean may be coming soon! **We are evaluating MCC's place toward that goal and ensuring projects for anniversary are purposeful and part of the larger conversation happening in McLean.**

***Historical timeline: Recommending an electronic timeline on a big screen at MCC as well as on website.** Electronic version can incorporate the work done on existing physical timeline, be updated easily, to include snippets of videos, event interviews, and perhaps be interactive. . Advantage of electronic over something printed: it is on-site and people are able to interact with it (people are here at all hours). The Alden box office screen has touchscreen software; we can add more screens throughout the building. A contractor will design the presentation; MCC staff will support the process and guide content based on the 25-year book and the previous timeline mural. We will have an abundance of footage and material to build this out!

DISAPPOINTMENT EXPRESSED; EXTENDED DISCUSSION:

Question by a committee member from the public: Does this mean there is no plan to put the 25-year mural back up on display? That is correct. We would move away from print and put it into electronic version with a timeline. We will use the photographs; with the video format, you could see all of that and so much more. That poster is limited to the space that is available; an electronic version is not limited by space.

A call for putting the original 25-year mural back up:

Objection by committee member from the public: I agree there is a lot more to tell; but when the 25-year mural came down, there was certainly every intention of putting it back up. As the person who did that, I'm disappointed that this 25-year history poster could be supplanted by a video. Who would be willing to stand for ½ hour and flip through a video? **Video seems a good idea... but why can't it be supplemental: also putting the original mural back up.** Friends of MCC was planning to donate to have the 25-year history poster reprinted (current condition is faded). Many people who founded MCC and were involved in the early years would be quite upset to not see the paper version again. They have seen it for years – pictures of their children and themselves at events; it was very popular. You can't put everything on a video; it would take a while for someone to watch 25 years of history. Why can't you do both? I think it would be a terrible mistake not to display it.

Somehow do BOTH: produce the video and display a reprint of the original 25-year mural

Support by another committee member from the public: I feel like we do have the wall space to display both. Something that is printed is static - there is a permanency factor: "we have curated this to be important" aspect to it. It is possible to re-orient the mural images and display in two wings of MCC building. I support doing both. There is a real grounded, physical aspect to this mural display: it's static, important. Most people are not going to just go find a video on the internet but if it's visible in front of them [poster on a wall], they might actually learn about MCC.

Comment by committee member from the public: You can very easily do both. **I do think for people who have been involved here for years, it's important. And I also think it's just as important to newcomers = it gives a visual sense of "roots," which is something that a lot of people don't have in this community because they are in and out. It gives people a real sense that MCC has been here for a long time.** We must remember that this was a grassroots effort – this started with people meeting in living rooms trying to get a community center built. I really think it's important and I hope you all will reconsider how you can do both.

Suggestion by Chair Mariam: To put it up on display for 5/31 committee meeting so we can all see it

Make the video style in representational graphic similarity to the original 25-year mural:

Further suggestion by a committee member from the public: Maybe we can develop graphically similar images to scroll the full timeline to show that continuity over time. Not print and post the older stuff; but rather, in addition to an interactive timeline, scroll to show this historical period 2000-2010; 2010-2020... in a similar visual appearance.

Clarification by Executive Director May-Salazar: Yes – absolutely, the intention of the electronic version was to capture what was up on the wall but to be able add to it and keep it dynamic to keep growing. We will look at both options.

***Commemorative plantings:** Options: individual tree in memoriam, a pollinator garden or butterfly garden. Financial total represents variability: tying it and the time capsule into another outdoor event – not as "standalone" events. Targeting Spring or Fall timeframe depending on what is appropriate for the particular type of planting.

IN RELATION TO LARGER OVERALL LANDSCAPE PLAN FOR MCC GROUNDS:

This will be in context of a larger picture of entire landscaping of MCC property and opportunities represented by different spaces, while also addressing some drainage issues. With many possible ideas, **the intention is that whatever we do is something that is sustainable, can be maintained, and we have the resources to keep it going.** There are many ideas for areas of MCC property that could be developed: perhaps a meditative garden – that could last beyond 50th anniversary.

CONSIDER ALLOWING OPPORTUNITY FOR MEMORIAL DONATIONS:

Question: Is there an effort to 'market' the idea to people who would like to donate 'in memory of someone'?

SIA recently lost one of their first members – doing some sort of memorial garden could easily get tied into this project. There are many ideas regarding the drainage issues; time capsule; pollinator garden, etc. and yes, it is in our long-term plan to allow opportunities for donations for people to commemorate their loved ones.

***Time Capsule:** (will be tied to another 50th Anniversary event) We already have the capsule; we must determine what goes into it. That could be another potential committee opportunity as a “call” to the public: What do you think should go into the MCC time capsule? We can ask Mary Anne Hampton for some ideas of what to put into the time capsule relating to when MCC was begun. We can engage the McLean Historical Society in this effort.

***Other considerations:** (touchpoints throughout the anniversary year)

MCC commemorative book

Large lawn letters (similar to “LOVE” letters outdoors in Virginia): MCC or MCC 50th Anniversary logo

Banner on light posts in parking lot and at OFC – clearly saying we are celebrating our 50th anniversary.

Commemorative bricks (individual and family names) in a walkway (memorializing McLean residents over time).

DECISIONS ABOUT DRAFT BUDGET

These are estimated budgets; some are structured around actual quotes (video production = reasonable figure, but scalable). Many more pieces: promotion, advertising, and other aspects will weave into these budgets. Progress so far is taking the original list and starting to develop those ideas. Some new things mentioned tonight are a great way to keep the 50th anniversary promotion going! Two decisions to address:

1. The decision about removing the evening reception: Is that something we feel we could pull out of consideration at this time, knowing that we are doing Fiesta del Sol and other big events? Because those monies could be repurposed to other things as we start spreading out the budget. While not a “vote” on the matter, rather, it is more of a sense of direction; a simple way for the staff to know how to proceed.
2. What number are we comfortable with over three fiscal years? At 5/31 meeting, we will come back with more detail but we need to know whether we are on-track. Is this budget number something we are satisfied to promote from this committee over the next couple of years?

Discussion about fundraising as a priority and to be shown as “incoming revenue” for the proposed budget:

Question: It seems to me there is an opportunity for the community to contribute to it. Along with expenses in the DRAFT budget, I would like to see a parallel analysis of expected incoming revenue from fundraising.

Executive Director May-Salazar would like to have the sense of the committee if we are supposed to be fundraising for this or not? There are some very clear partnership opportunities on some specific projects.

***varying opinions about whether to pursue fundraising and sponsorship.** The voices against it said that we are already paying the taxes for MCC’s programs. But others feel excited about sponsorship opportunities that people could get excited about, and it would support meeting the \$\$budget. We need to consider who would be doing this effort? Would it be a subcommittee of this group that would focus on fundraising and sponsorships?

***specific projects that could be sponsorship opportunities** Friends of MCC has expressed interest in having a conversation about sponsoring the video concept. There are other opportunities, such as interest in walkway bricks as representing a way for McLean residents to invest and get their name on something. We could combine an evening reception with a video premier (in Alden + dessert/wine reception). It would be inexpensive. People who would want to come view a video of MCC history are same clientele as an evening reception crowd.

***focus on big corporate sponsorships (identified by a consultant)** *Comment by Chair Mariam:* I think it makes more sense to go for the big corporate sponsorships, given how many large corporate donors we have here; figuring out what the connections are and finding out what they’re interested in. Would we need to have a consultant to actually help us put together the sponsorship packets and identify whom we would be approaching?

Comment by Executive Director May-Salazar: Yes – but such consultant would increase the budget. It is definitely something to think about, but we don’t have to make a decision on that today.

***how 50th Anniversary fits into MCC’s normal budget preparation**

50th Anniversary will not have a discrete line item in but will have a way to track in order to report on Anniversary expenses specifically.

It is spread across three fiscal years: FY2024 (adjustment to FY2024 - video); FY2025 (majority); FY2026 (community picnic). This is by no means comprehensive. Advertising and promotion for 50th Anniversary will all be

supported out of the regular budget throughout the year.

***emphasis on ‘permanency’ – things that are long-lasting:** Executive Director May-Salazar sees lot of value in the community picnic (but recommends not doing an evening reception); produce the video; do the art project which is also long-lasting and may be a partnership opportunity with sponsors. Community picnic may also gain sponsors if that is our signature event – being visible out there saying that they support MCC’s 50 years.

50TH ANNIVERSARY LOGO - USE

**Remarks by Sabrina Anwah, PIO*

This is another touchpoint that will remind people of our 50th anniversary year throughout the year. Because it has MCC in the logo and looks like our brand, it can function as a stand-alone logo and does not need to be used in tandem with our existing logo. . However, it is versatile enough that it can also be paired with our logo when appropriate, and it can be used in conjunction with OFC and The Alden. After the last committee meeting, we considered some of the suggestions with the designer. We are not replacing our MCC evergreen items.

We are looking into upgrading the overall branding with The Alden and OFC to ensure they are clearly identified as part of MCC. We are exploring signage in downtown McLean that is backlit and ties it into MCC (without losing OFC’s distinct logo). **We will leverage the downtown McLean OFC site in a big way to communicate the connection with MCC.**

NEXT STEPS

1. Next meeting is May 31: more detail and initial look at how the budget splits out among the three fiscal years (FY2024, FY2025, FY2026).

We will consider the questions and issues that came up today and come back with our thoughts on those.

Summary by Chair Mariam: This was fabulous! I think the ideas are amazing and you put so much thought into this!

This was an amazing presentation – thank you so much.

Comment from Executive Director May-Salazar: A lot of hard work went into this from our staff team. It’s starting to feel “real” (rather than just a list). Thank you all for attending!

Comment from Mike Fisher: The Special Events team has been phenomenal through this process.

ADJOURNMENT

Chair Mariam thanked everyone for attending and adjourned the meeting at 6:39 p.m.

Respectfully submitted – Holly Novak, Executive Assistant

The presentation given during this meeting is shown below:



McLean
Community
Center
The Center of It All

Vision for 50th Anniversary Draft Program Ideas

Preliminary Budget Figures & Program Concepts





Community Picnic

Recommendation – Focal anniversary celebration held in Fall of 2025

Program total = \$40,000 - \$50,000 +/-

Outline of Program

- Attendance 1000+
- Food Trucks
- Music – Live band(s)
- Beer/Wine Garden
- Games
- Giveaways

Further Details

- Long tables
- Tents
- Lighting





Evening Reception

Recommendation – Highlight anniversary at Fiesta del Sol rather than add a stand-alone reception

**Stand-alone reception:
Program total = \$50,000 +/-**

Outline of Program

- Attendance 300+
- Catering – Hors d'oeuvres
- Bar
- Music – Live band
- Giveaways

Further Details

- Cocktail Tables
- Décor & Lighting





Commemorative Video / Oral history

Recommendation – Complete video in 2024 for presentation in 2025

Program total = \$50,000 +/-

Outline of Program

- Interview 50-150+
 - Staff, Patrons, Stakeholders
- Interviews at MCC Programs
- Licensing of Music
- Giveaways

Further Details

- Interview at MCC & Programs
- Script/Voiceovers





Community Art Project

Program total = \$0-30,000+

Outline of Program

- Call for Artists/
Community Organizers
- Develop participatory
project with community
at MCC or OFC
- Opening / Unveiling
 - Hospitality
 - Beer/Wine
 - Games

Further Details

- Announcements
- Speeches





Art Installation

Program total = \$60,000+/-

Outline of Program

- Determine scope, location, goal
- Call for Artists / Art Selection
- Opening Reception
- Beer/Wine
 - Hospitality

Further Details

- Announcements
- Artist Talk





Historical Timeline

Recommendation – Create electronic timeline to be displayed on video screen at MCC

Program total = \$10,000-\$20,000

Outline of Program

- Request Bids
 - Electronic vs. Poster





Commemorative Planting(s)

Recommendation – Plan for Spring/Fall and potentially tie with time capsule

Program total = \$10,000 - \$30,000

Outline of Program

- Determine Scope/
Planting Selections
 - Commemorative Tree
 - Pollinator
 - Landscaping
- Dedication
 - Hospitality





Time Capsule

Recommendation – Tie into another event

Program total = \$2500 - \$3500

Outline of Program

- Select Items for Capsule
- Plaque
- Reception
- Hospitality

Further Details

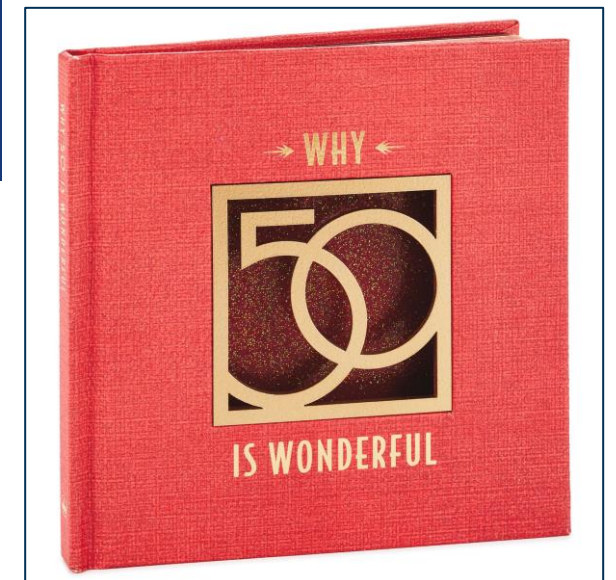
- Announcements
- Speeches





Other Considerations

- MCC Commemorative Book
- MCC Large Lawn Letters
- Parking Lot Light Post Banners
- Anniversary Signage at OFC
- Commemorative Bricks





Draft Budget

Community Picnic	\$50,000
Evening Reception	\$50,000
Commemorative Video	\$50,000
Community Art Project	\$30,000
Art Installation	\$60,000
Timeline	\$20,000
Plantings	\$30,000
Time Capsule	\$3,500
Total:	\$293,500





Questions & Comments



COMPANY HISTORY

A Timeline of Key Events in the History of Company

- 2015 - Established
- 2016 - Innovation
- 2017 - Growth
- 2018 - Today



FINAL LOGO

BW HORZ



McLean
Community
Center
Celebrating 50 Years

CMYK HORZ



McLean
Community
Center
Celebrating 50 Years

BW VERT



McLean
Community
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